

AI Reputation Analysis and Signal Evaluation - Futuro Internet studio

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Futuro Internet studio (futuro.hr)

https://futuro.hr

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Futuro Internet studio has 2.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Futuro Internet studio presents as a 'ghost ship' agency: it has a solid client list and legacy, but the current digital evidence suggests neglect. Claiming to be a leading web studio while hosting broken recruitment links and zero schema data is a fundamental failure of professional authority. It is less about high-velocity BS and more about a complete absence of the substance required to back its regional leadership claims.

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INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The heading hierarchy is clean, with the H1 Futuro Internet studio and H2 Some references avoiding typical power-word fluff. However, the body substance ratio is skewed by assertions of being the leading Internet studio without supporting metrics or third-party validation. While the site provides a list of specific named clients like HsTec and hotel bastion, the lack of technical descriptions or project outcomes results in a moderate density score. The claim of over 21 years of experience is a specific figure, but it remains a solitary data point in a very sparse text environment.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

8

40% Reputation

There is a significant disconnect between the homepage's professional promise and the actual user journey. The homepage features a prominent ZAPO?LJAVAMO (We are hiring) call-to-action that links directly to a 404 Not Found error page for the Front-end Developer role. This failure creates a sharp drift between the signal of an active, growing agency and the reality of a neglected digital property. Furthermore, the H1 identifies as an Internet studio but the lack of sub-pages detailing services or methodologies leaves the initial promise unsupported.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids trust theatre patterns like fake reviews or unverified badges, as the review_count is 0 and the trust_theatre_flag is false. However, it relies heavily on bold performance claims, specifically calling itself the leading Internet studio in Dalmatia, without any external proof paths or verifiable ranking data. The proof_links_count of 1 on the homepage links only to a map, offering no path to verify the quality or scope of the referenced client projects.

EVIDENCE: PROOF DENSITY

The proof density consists of a list of 11 named client entities, which provides some substance, but the ratio of verifiable proof to assertions is low. Because none of the references are linked to external project sites or internal case studies, they function as 'soft' proof rather than hard evidence. Compared to the bold 'leading studio' assertions, the lack of data-driven outcomes results in a lopsided evidence-to-claim ratio.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The value proposition of being a leading regional studio is somewhat localized, which reduces the copy-paste commodity score. Match instances with industry clichés are low because the total word count is minimal, but phrases like leading Internet studio and web design and development are standard. The template language penalty is restricted primarily to the server-default 404 page, as the homepage lacks the typical Why Choose Us or Our Process boilerplate blocks.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

0

0% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps are the primary driver of the score, as there is zero structured data (schema_json is null) to support the claim of 21 years in business. No team members, founders, or experts are named, leaving the expertise claims entirely unverifiable. The technical credibility gap is maximum because a web design studio claiming leadership has a broken primary recruitment link and no functional service sub-pages.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to be the leading Internet studio in Dalmatia and Croatia but fails to demonstrate this with any case study data, traffic stats, or client testimonials. The list of references is just static text without links to the finished products, creating a gap between the claim of a proven track record and the visible evidence. The marketing tone of an established expert is undermined by a site that currently functions as a digital business card with broken links.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Futuro Internet studio (futuro.hr)

Reputation: 57 / 100

INDUSTRY CLASSIFICATION

The site fits the Digital Agency and Web Design category well. The content focuses on web design, development, and regional market leadership in Croatia, which aligns with the provided Marketing and SEO industry context.

"The score of 57 is driven largely by the Identity and Authority pillar (15/15) and Semantic Coherence (12/20). The total absence of schema and the presence of a 404 on a primary CTA for a web studio are significant red flags that offset the relatively clean, non-fluffy heading structure. While the site isn't over-marketed with jargon, its failure to provide any functional sub-pages or verifiable evidence for its 'leading' status keeps it in the Moderate BS range."

ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://futuro.hr> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 19, 2026

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